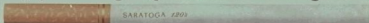


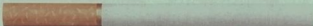
New from Philip Morris.

# Saratoga 120's.

Enjoy smoking longer without smoking more.



Saratoga 120's



Standard 100's

**That's the Saratoga idea.**

**More puffs than 100's.**  
Tailored longer and slimmer than 100's,  
so you enjoy extra smoking time, extra  
smoking pleasure, without  
smoking more cigarettes.

**Priced no more than 100's.**  
And Saratoga 120's are rich, full-flavor  
cigarettes made from a fine  
blend of tobaccos.

**More than just a new brand.**  
Saratoga 120's are a whole new idea  
in smoking pleasure. Because now  
you can enjoy smoking longer  
without smoking more. Look for them  
in the new 120 mm. crush-proof box.

**Menthol and Regular.**



"Man, that's a lotta cigarette  
for the money!"



16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

